

REMARKS/ARGUMENTS

Claims 1-20 in the case are pending and stand rejected. Claims 1-20 have been rejected under 35 U.S.C. §112, second paragraph, as being indefinite for failing to particularly point out the distinctly claim the subject matter which applicant regards as the invention. Claims 1-20 are further rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,575,297 B2 to Schutten in view of U.S. Patent No. 5,393,100 to Coe and U.S. Patent No. 4,632,428 to Brown. Claims 1-20 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,575,297 B2 to Schutten in view of U.S. Patent No. 5,031,937 to Nellhaus and U.S. Patent No. 4,632,428 to Brown. In addition, the drawings are objected to for omitting certain reference numerals mentioned in the description.

With regard to the rejections under §112, the claims have been amended to correct minor informalities noted by the examiner. Figure 1 is also amended to add reference numerals 22 and 23.

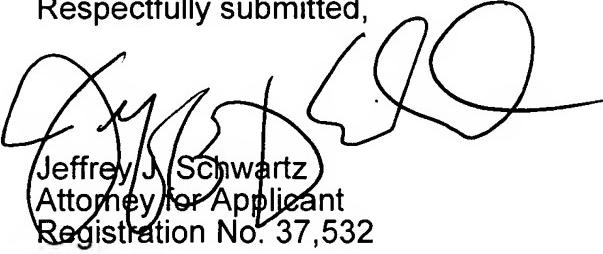
With regard to the rejections under §103(a), Applicant respectfully submits that the art cited neither discloses, teaches, nor suggests the invention as presently claimed. Each of base claims 1, 12, and 20 recites a personalized medication card for patients including a *color image identifying each medicine/pill*. While the prior art describes using a "picture" of the medicine (Coe) and "picture stamps" of the medicine (Nellhaus), there is no indication, express or implied, that these pictures are color images. Color is an important feature of the present invention, as discussed in the application, as more and more pharmaceutical companies use pill *color* as a means for identifying and branding their products. Consequently, consumers grow increasingly more reliant on the particular *color* of the product to identify the medicines they take.

For all these reasons discussed above, Applicant submits that all of the claims in the case are now in condition for allowance. Such action is therefore respectfully

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APPLICANT: Olga Maria Schone
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requested at an early date. If the Examiner believes that issues remain for discussion, he is invited to contact the undersigned at the telephone number indicated below.

Respectfully submitted,



Jeffrey J. Schwartz
Attorney for Applicant
Registration No. 37,532

Jeffrey J. Schwartz
Schwartz Law Firm, P.C.
SouthPark Towers
6100 Fairview Road, Suite 530
Charlotte, North Carolina 28210
Tel: 704-552-1889
Fax: 704-552-1866
Email: jjs@schwartz-iplaw.com



10	11	14	15	16	18
OLGA'S MORNING MEDICATIONS					
NORCO (Hydrocodone) (Pain)			1 or 2 tablets 3 times daily as needed for pain 10:325 Tab		
PREVACID (Indigestion)			1 capsule in morning 30mg		
NORVASC (Blood Pressure)			1 Tablet in Morning 10mg		
ZOLOFT (Depression)			2 Tablets in Morning 100 MG (each)		
HCZT (Diuretic) (Blood Pressure)			1 Tablet in Morning 25mg		
NIGHT MEDICATIONS					
QUININE (Leg cramps)			1 Capsule at Bedtime 325 mg		
ARICEPT (Memory)			1 Tablet at Bedtime 10mg		
METOPROLOL (Blood Pressure)			1 Tablet at Bedtime 50mg		
CLONAZEPAM (Sleeping)			1 Tablet at Bedtime .5 mg		
ZYPREXA (Dementia)			1 Tablet at Bedtime 5mg		
CURRENT AS OF: 11/11/03					
PHONE #s: Ed Maria (Home): (704) 573-4177	Marla's Cellphone: (704) 408-4158 Ed's Cellphone: (704) 408-1018		Ed Work: (704) 980-776-1184 Carol Roy (Home): (336) 643-4962		
Olga Davis 10329 Spring Meadow Dr Charlotte, NC 28227					

Fig. 1